

**METHOD AND APPARATUS FOR ALLOWING A BROADCAST TO
REMOTELY CONTROL A COMPUTER**

ABSTRACT OF THE DISCLOSURE

5 The present invention disclosed and claimed herein comprises a system and method for launching an advertisement on a computer having an audio input interface and a display; an audio output acoustically coupled from a broadcast source to the input interface for outputting an audio signal having encoded therein an advertisement; and a program operable on the computer and responsive to the audio signal output from the broadcast source for reproducing the advertisement upon the display.